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ABSTRACT

The study determined what Wisconsin's 102 AM, 107 FM, and 21 television stations were providing as agricultural market information programming and documented the amount, timing, frequency, and completeness of broadcast agricultural market news reports. Data were collected on the sources of market price information, types of commodity and price information broadcast, advertising income, sponsorship of market news reports, and staff assigned to agricultural news programming. Three mailings of questionnaires during February and March 1973 and telephone contacts resulted in a 100% accounting of all stations. The station representative completing the questionnaire was the program director station manager, farm director, or the news director. Findings included: agricultural market news were broadcast by 77% of the AM, 57% of the FM, and 38% of the TV stations; most stations devoted less than 17 minutes daily to the market reports, which were usually broadcast twice daily, 5 times weekly; the noon hour was the most popular time for all broadcast media; complete cash price reports were given for most classes of livestock, but many stations did not report cash grain and future market prices for all commodities; 68% of the AM, 72% of the FM, and 45% of the TV stations obtained price information from local markets; and only 5 AM, 2 FM, and 3 TV stations had a full-time agricultural broadcaster on their staff. (NQ)

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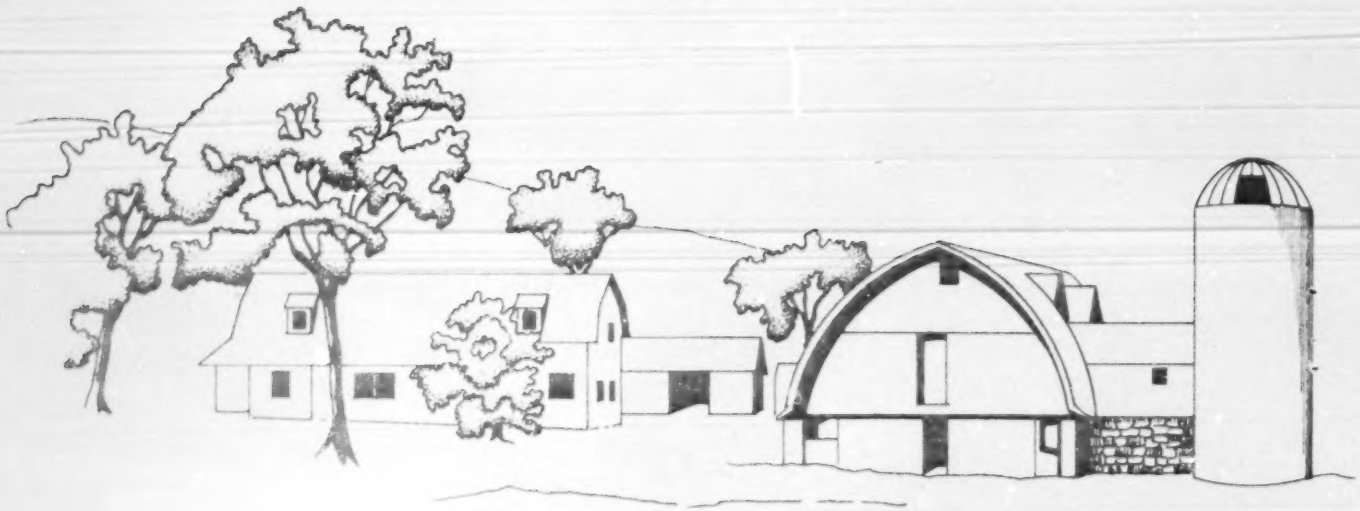
WISCONSIN RADIO AND TELEVISION AGRICULTURAL MARKET NEWS PROGRAMMING



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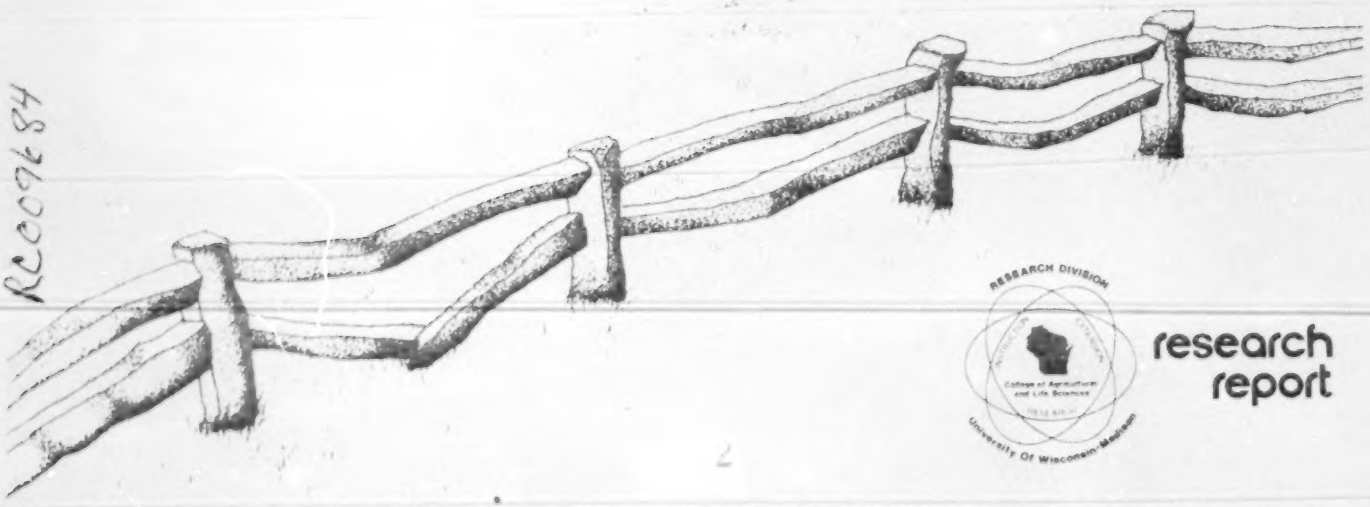

RESEARCH DIVISION
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SUMMARY

More than three-fourths (77%) of Wisconsin's AM, 37 percent of FM and 38 percent of television stations broadcast agricultural market news. Most stations devote less than 17 minutes daily to the market reports, which are usually broadcast twice daily, five times weekly. Radio market reports are broadcast in the early morning and noon hour periods, while TV reports are mainly at noon.

Complete cash price reports are given for most classes of livestock, but many stations do not report cash grain and futures market prices for all commodities. Over two-thirds (68%) of AM, 72 percent of FM and 45 percent of TV stations obtain price information from local markets. Only five AM, two FM and three TV stations have a full-time agricultural broadcaster on their staff.

In interpreting the results of this study, the percentages in the tables and in the text refer to the distribution of responses given only by stations that broadcast market news.

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WISCONSIN RADIO AND TELEVISION AGRICULTURAL MARKET NEWS PROGRAMMING

by

Eugene A. Kroupa*

Douglas K. Walker

INTRODUCTION

The broadcast media are farmers' main source of timely market news information according to several recent studies. These studies show almost all farmers regularly listen to radio market reports while somewhat less than one-half watch television market reports. Favored listening times for radio market reports are the early morning period 5:00-8:00 a.m. and the noon hour. Television market reports viewing is generally restricted to the noon hour when most farm programs are broadcast. Farmers use broadcast market information to make decisions on when to sell and what price to accept.[1,2,3]

Purpose of Study

Few studies have dealt with the kind of public service job the broadcast media are doing in meeting the market news needs of their farm audience. This study's purpose was to determine what Wisconsin's 102 AM, 107 FM and 21 television stations were providing as agricultural market information programming. Specifically, this study sought to document the amount, timing, frequency and completeness of broadcast agricultural market news reports. In addition data were collected on the sources of market price information, the kinds of commodity and price information broadcast, advertising income and sponsorship of market news reports and staff assigned to agricultural news programming.

Method

Three mailings of questionnaires during February and March 1973 brought returns from 69 percent of AM, 54 percent of FM and 38 percent of the television stations. Telephone contacts to determine if any of the non-respondents carried market news, and subsequent mailings and returns in May, resulted in a 100 percent accounting of all Wisconsin stations.

*E. A. Kroupa is assistant professor, and D. K. Walker is a graduate student in the Department of Agricultural Journalism.

The station representative completing the questionnaire was usually the program director (33%) or station manager (24%) for the AM stations. Only 15 percent indicated that they were the farm director. The news director (30%), program director (23%) or station manager (21%) completed the FM questionnaire. Twelve percent were farm directors. Responses from the television stations came mostly from the farm director (46%).

One-half of the radio station respondents have been in their present job for less than seven years. One-fourth have held their jobs for 15 or more years. More than one-half (54%) of the television respondents reported 5-10 years in their job, while almost 20 percent have 15 or more years experience.

The findings will be reported under four general headings: 1) amount, timing and frequency of market news programming, b) types of commodity and price information reported, c) sources of market news information and d) staff and advertising revenue.

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[1]Eugene A. Kroupa and Claron Burnett, "Wisconsin Farmers' Use and Understanding of Broadcast Market News," Research Report R2506, Wisconsin Experiment Station, University of Wisconsin-Madison, May 1973.

[2]Joe M. Bohlen and George M. Beal, "Dissemination of Farm Market News and Its Importance in Decision-Making," Research Bulletin 353, Iowa Agriculture and Home Economics Experiment Station, Iowa State University, Ames, July 1967.

[3]James K. Randall and Robert J. Florell, "Radio . . . Listening Habits of Nebraska Farmers and Ranchers," Report No. 3, Department of Information, University of Nebraska, Lincoln, 1973.

AMOUNT, TIMING AND FREQUENCY OF MARKET NEWS PROGRAMMING

Number of Stations Reporting Market News

Based on a 100 percent accounting of all Wisconsin stations, 77 percent of AM, 57 percent of FM and 52 percent of TV stations give general agricultural and market news. However, only eight of the 11 TV stations reporting farm news or 38 percent (8 of 21) of all TV stations also broadcast market news. These percentages are almost identical to a similar 1968 survey which showed 79 percent of AM, 56 percent of FM and 61 percent of Wisconsin television stations reporting agricultural and market news programming.[4] Although the same number of television stations broadcast agricultural news, there are now three more television stations operating than in 1968.

Amount of Agricultural News Programming

Most stations now spend less than 30 minutes daily on agricultural news programming, as shown in Table 1. Over 40 percent of the AM stations give 15 minutes or less of agricultural news on a typical weekday, while over 80 percent broadcast no such news on Sundays. FM stations devote even less time to agricultural news with three-fourths carrying 30 minutes or less on a typical weekday. Television stations offer no agricultural programming on Sundays, and six of the eight stations responding to this question devote 15 or fewer minutes during the weekday.

TABLE 1.
MINUTES OF AGRICULTURAL PROGRAMMING BROADCAST DAILY BY WISCONSIN RADIO AND TELEVISION STATIONS[a]

Minutes per day	Sunday AM-FM-TV (Percent)			Average Weekday AM-FM-TV (Percent)			Saturday AM-FM-TV (Percent)		
None/ no response	83	85	100	2	2	27	27	46	64
1-15	12	10	—	44	39	55	32	26	—
16-30	—	—	—	23	34	9	23	13	—
31-45	1	2	—	7	6	—	3	2	9
46-60	1	2	—	7	5	9	3	2	27
61-75	1	—	—	5	3	—	4	2	—
76-90	—	—	—	4	5	—	4	3	—
91-105	—	—	—	—	—	—	—	—	—
106-120	1	2	—	5	3	—	4	5	—
121 or more	—	—	—	3	3	—	1	2	—

[a]The appropriate N's are AM=78, FM=61 and TV=11.

These figures, when compared with comparable 1968 data show a definite decline in the amount of agricultural news programming carried by Wisconsin AM and FM stations. In 1968 one-half of the AM stations carried more than 30 minutes as compared with one-third in 1973.[5]

Amount of Market News Programming

Although the total amount of time devoted to agricultural news is declining, Table 2 shows that market news reports still constitute a large percentage of time allotted to agricultural programming. The largest proportion (38%) of the AM stations report 17 or more minutes of market news each weekday, while FM stations are split about evenly between the reports of 5-6 minutes and 17 or more minutes. Television stations generally limit the market reports to six minutes or less, although two stations report 15-16 minutes on a typical weekday.

TABLE 2.
MINUTES OF AGRICULTURAL MARKET NEWS BROADCAST DAILY BY WISCONSIN RADIO AND TELEVISION STATIONS[a]

Minutes per day	Sunday AM-FM-TV (Percent)			Average Weekday AM-FM-TV (Percent)			Saturday AM-FM-TV (Percent)		
None/ no response	86	87	100	2	—	13	32	49	50
1-2	1	2	—	4	2	—	4	3	—
3-4	3	2	—	4	7	38	1	—	—
5-6	5	3	—	17	30	25	17	8	—
7-8	—	—	—	1	3	—	—	—	—
9-10	3	2	—	11	11	—	10	8	—
11-12	—	—	—	3	3	—	4	3	—
13-14	—	—	—	4	—	—	—	—	—
15-16	—	2	—	17	14	25	8	8	—
17 or more	3	3	—	38	31	—	24	20	50

[a]The appropriate N's are AM=78, FM=61 and TV=8.

[4]Eugene A. Kroupa, Claron Burnett and Larry Meiller, "Agricultural Market News Programming of Wisconsin Radio and Television Stations," Research Report R2472, Wisconsin Experiment Station, University of Wisconsin-Madison, December 1972, p. 3.

[5]Ibid., p. 4.

Both AM and FM stations increased amount of time devoted to market reports compared with 1968 figures showing 51 percent of the AM and 34 percent of the FM stations presented 15 or more minutes per weekday. The apparent trend to fewer minutes of total agricultural news programming and relatively greater emphasis on market reports is consistent with the findings of a recent Nebraska survey of 1,067 farmers.[6] This study showed 60 percent of the farmers rated market reports the most usable kind of agricultural information they wanted from farm radio programming.

Timing and Frequency of Market Reports

Broadcast media differ in the number of days and the times per day they broadcast market reports. More than one-half (56%) of the AM stations carry reports six days per week, while another 27 percent have a five day schedule; and 12 percent report them all seven days. However, FM stations favor a five day format (48%) over six days (38%). Only 13 percent carry market reports seven days. Seven of the eight television stations reporting market news give the reports five days, and one station six days per week.

The noon hour is the most popular time for market news reports for all broadcast media on a typical weekday, as shown in Table 3. Early morning hours (5:00-8:00 a.m.) also have numerous reports. Few stations bother to report market news during other periods of the day. Thus farmers must turn to other means such as telephone contact with markets to obtain price information.

TABLE 3.
PERCENT OF WISCONSIN STATIONS REPORTING MARKET NEWS EACH HOUR DAILY[a]

Time Period	Sunday AM-FM-TV (Percent)	Average Weekday AM-FM-TV (Percent)	Saturday AM-FM-TV (Percent)
5:00 a.m.	— — —	27 20 —	18 15 —
6:00	5 5 —	60 54 38	41 38 13
7:00	4 2 —	24 20 —	13 11 —
8:00	— 2 —	8 4 —	6 7 —
9:00	1 3 —	4 2 —	— — —
10:00	— — —	3 3 —	1 3 —
11:00	— — —	6 5 —	— — —
12:00 p.m.	4 5 —	90 86 75	62 23 —
1:00	— — —	8 7 —	5 — —
2:00	— — —	3 — —	1 — —
Other	1 2 —	19 13 —	4 3 —
No response	3 3 13	3 3 13	3 3 13

[a]The appropriate N's are AM=78, FM=61 and TV=8.

The AM and FM stations provide equal numbers of market reports during the early morning and noon hour periods. Farmers are split about evenly between which period they most frequently listen to radio.[7,8] Many farmers listen to both the morning and noon market reports.[9]

Ways Market News Is Reported

Although, the largest proportion of AM, FM and TV stations report the markets as part of a regular morning or noon agricultural news program, Table 4 shows most stations use a combination of methods. However, the agricultural market reports are seldom used solely as part of regular non-agricultural news programs given hourly or more frequently. Stations are more likely to have short spot announcements of market news at regularly scheduled times.

TABLE 4.
WAYS WISCONSIN STATIONS BROADCAST AGRICULTURAL MARKET NEWS

Ways	AM (N=78)	FM (N=61)	TV (N=8)
No response	5%	3%	25%
(a) part of regular agricultural news program	22	39	25
(b) part of regular non-agricultural news program	8	7	13
(c) spot announcements	14	13	13
(a) and (b)	15	12	—
(a) and (c)	17	8	13
(b) and (c)	—	—	—
(d) all three methods used	19	18	13

[6]Randall and Florell, op cit., p. 10.

[7]Kroupa and Burnett, op cit., p. 11.

[8]Bohlen and Beal, op cit., p. 958.

[9]Randall and Florell, op cit., p. 17.

TYPES OF COMMODITY AND PRICE INFORMATION REPORTED

Wisconsin broadcast media provide complete cash price reports for most common classes of livestock, but as Table 5 shows, a significant proportion of stations fail to report cash grain and futures market prices of all commodities. The media differ significantly in the types of commodities reported and the completeness of the reports.

Types of Commodities Reported

Most AM stations report cash prices for market hogs, fed beef cattle and slaughter lambs. Many stations include feeder pigs, dairy and feeder cattle prices in their daily reports. However, less than one-half the AM stations broadcast cash grain prices, and even fewer report prices for futures market commodities.

Livestock market reports tend to be more complete than cash grain and futures market commodity reports. Generally, most of the stations reporting a livestock class, such as market hogs, give prices for all grades. Reports for grain, futures market commodities and other less commonly covered commodities are limited to the top grades or months only.

TABLE 5.
TYPES AND COMPLETENESS OF COMMODITY REPORTS BROADCAST BY WISCONSIN STATIONS[a]

	AM RADIO		FM RADIO		TELEVISION	
Commodity	%Report (N=67)	%Report[b] All Grades/ Months (N=62)	%Report (N=53)	%Report All Grades/ Months (N=50)	%Report (N=6)	%Report All Grades/ Months (N=6)
A. CASH PRICES FOR[c]						
Market Hogs	91	81	94	84	100	67
Fed Cattle	96	84	92	86	100	50
Slaughter Lambs	90	77	74	58	83	33
Feeder pigs	76	65	62	52	83	50
Dairy cattle	84	69	58	52	67	50
Feeder cattle	82	69	68	58	100	50
Poultry	33	19	47	20	17	0
Eggs	49	31	64	32	33	33
Grain	39	27	30	20	50	0
Milk	16	6	32	6	0	0
Cheese	25	16	34	10	50	33
Vegetables (seasonal)	4	3	4	2	0	0
Tobacco (seasonal)	7	8	8	8	17	17
Honey (seasonal)	3	0	21	0	0	0
B. FUTURES PRICES FOR[d]						
Wheat	37	27	40	20	33	17
Corn	31	24	19	20	50	33
Oats	30	23	19	20	33	17
Rye	15	10	26	4	0	0
Soybeans	36	26	40	20	50	33
Soybean meal and oil	19	15	13	14	17	17
Beef	18	18	34	34	50	33
Hogs	15	15	15	14	33	17
Pork bellies	7	6	26	26	33	17
Eggs	12	11	9	8	17	17

[a]The lower N's reflect the unwillingness of respondents to complete all or part of this section of the questionnaire.

[b]Completeness is determined by whether stations report only the prices for top grades/months or prices for all grades/months for cash commodities and futures contracts.

[c]Cash prices are those being paid by markets upon the delivery of the commodity.

[d]Futures prices are those prices quoted for futures contracts by commodity exchanges.

The situation for types of commodities reported and the completeness of the reports given by FM stations is similar to that for AM stations, because many FM agricultural market reports are simulcast from the parent AM station. More FM than AM stations provide price information on poultry, eggs, cheese, milk and beef and pork bellies futures; although the reports for all commodities are generally less complete than those given by AM stations.

Television stations also give heavy emphasis in the cash livestock markets, but on the average provide less complete reports than radio stations. Television has an advantage in presenting cash grain and futures market prices, because while these prices are rather complicated to announce, they are relatively easy to visualize. One should also keep in mind the small number of TV stations responding in comparing the attention television and radio stations give to the various commodities.

TABLE 6.
TYPES OF AGRICULTURAL MARKET NEWS REPORTED BY WISCONSIN STATIONS

Types of Market News	AM RADIO (N=67) (Percents)	FM RADIO (N=53) (Percents)	TELEVISION (N=8) (Percents)
A. LIVESTOCK, POULTRY & DAIRY			
Terminal fat livestock:			
Review of previous day's prices	61	51	50
Opening prices	40	55	13
Midmorning prices	37	25	25
Closing prices	34	47	25
Local market fat livestock:			
Opening prices	22	19	38
Midmorning prices	22	32	25
Closing prices	28	21	13
Review of previous day's prices	45	26	38
Terminal feeder stock prices	49	47	63
Local market feeder stock prices	52	34	38
Terminal fat livestock estimated receipts or supply	49	40	25
Top weights of different grades of livestock	45	62	38
Range of prices for fat livestock	70	76	63
Range of prices for feeder stock	58	51	63
Dressed meat prices	13	13	25
Live and dressed poultry prices	19	38	—
Chicago egg prices	43	53	25
Local market egg prices	33	47	38
Egg futures	6	—	—
Live cattle futures	15	28	25
Pork belly futures	8	25	25
Chicago or Green Bay butter and cheese prices	42	51	50
Livestock outlook numbers and prices	40	28	38
B. GRAIN AND OTHER			
Local cash grain prices	13	9	—
Chicago cash grain prices	48	30	38
Grain futures	34	38	38
Grain outlook production and prices	24	17	38
Soybean meal and oil futures	22	11	13
Fruit and vegetable prices (seasonal)	12	25	—
Tobacco prices (seasonal)	12	30	25
Fruit and vegetable outlook news	6	4	13
Dow-Jones industrial stock averages	70	43	75

Types of Price Information Reported

Another way of evaluating the job broadcast media are doing in providing complete agricultural market news reports is to look at the specific types of price information from different markets broadcast by the stations, as displayed in Table 6. The news wire services provide the stations with timely market news from the major terminal livestock markets and commodity exchanges. Likewise, market news from area and local markets is available via telephone. However, it is the news director or announcer who decides what kinds of price information from which markets will be broadcast.

Radio stations most frequently report the range of prices being paid for fat (slaughter) livestock and feeder stock, estimated receipts, and a review of the previous day's prices paid for fat livestock at terminal and local markets, as shown in Table 6. This information is readily available from today's wire service reports and yesterday's summaries from the terminal and local livestock markets. The stations expend little effort in gathering, interpreting and reporting this market information on their early morning market news broadcasts. However, a much lower proportion of radio stations follow up with mid-morning or late afternoon market reports when these and other kinds of market information would be most timely and appropriate to report.

FM stations do a better job than AM stations in reporting opening and closing prices for terminal fat livestock, midmorning prices for local fat livestock, and the top weights of different grades of livestock. TV stations emphasize the same types of market information reported by radio stations. However, because television market reports are only broadcast during early morning and noon hours, the timeliness and usefulness of certain kinds of market news, such as midmorning prices, are limited.

A comparison of the findings in Table 6 (which shows the emphasis the broadcast media place on different kinds of market information) with the findings of a survey of 475 Wisconsin farmers (which showed the kinds of market information farmers want from the broadcast media), indicates the broadcast media are doing a fairly good job of satisfying farmers' requirements.

The farmers listed as their top five market information requirements, a review of previous day's market prices, outlook on livestock numbers and prices, top weights of livestock of different grades, fat livestock midmorning prices at terminal and local markets and the range of prices being paid.[10] Although increased attention to all these kinds of market information seems warranted, the broadcast media fall short in presenting midmorning prices for fat livestock at terminals and local markets, and outlook information on livestock numbers and prices. While the broadcast media must shoulder the responsibility for not having midmorning reports, outlook information is not available on a daily but normally on a monthly basis.

Completeness and quality of market news reports are also a function of the sources and methods stations use to obtain market price information.

SOURCES OF MARKET NEWS INFORMATION

The news wire services supply the broadcast media with timely reports from the major livestock terminal markets and the commodity exchanges throughout the country. However, the stations are on their own when it comes to gathering local market news information. A major objective of this study was to determine how many stations use local price information, the sources of this information and how it was obtained and broadcast.

Terminal Markets

All Wisconsin stations reporting agricultural market news carry reports from specific terminal livestock markets. In addition many use the Mid-Day Summary of prices reported at several terminals throughout the country. The terminal markets most often reported by the AM stations are Milwaukee (54%), St. Paul (41%) and Joliet (22%). FM stations also emphasize the markets at Milwaukee (43%), St. Paul (56%), Omaha (28%) and Joliet (18%). Television stations report the same markets. About one-fourth of all the broadcast media use the Mid-Day Summary.

Local Markets

Local sources of market news include mainly packers stockyards, auction barns, brokerage houses, cooperatives and grain elevators. Price information from these local sources is of particular value to farmers planning to sell livestock or grain locally.

Over two-thirds (68%) of the AM, about three-fourths (72%) of FM and nearly one-half (45%) of the TV stations obtained price information from local sources. The main sources were auction barns, stockyards and packers. Significantly, no station reported receiving price information from local grain elevators, again indicating the broadcast media's general inattention to reporting local grain prices. One reason stations do not seek or report local grain prices is that the relatively large numbers of local grain elevators in any broadcast area make it impossible to report prices being paid at all such markets. However, since most farmers need some basis for quickly determining the general level of prices being paid in their area, stations should consider reporting a range of prices being paid for grain at key elevators. Farmers could then determine where any one elevator's prices stood within the general range, and could also compare local prices with those being paid at Chicago or other central commodity exchanges.

Use of Telephone Reports

About two-thirds of AM, FM and TV stations obtained local market information by telephone and used it in several ways. Of those stations obtaining local market news by telephone, 10 percent of AM and 25 percent of FM stations broadcast direct from the source via a telephone hookup. However the largest proportion of AM (30%) and many FM (25%) stations taped the report for later airing. Television stations almost exclusively took notes on local prices, and these were later read by the announcer. A relatively large proportion of AM (36%) and FM (31%) telephone reports were sponsored by livestock markets.

[10] Kroupa and Burnett, op cit., p. 14.

AGRICULTURAL STAFF AND ADVERTISING REVENUES

What stations can do in the way of reporting agricultural market news is not only a function of the amount of air time allotted for the market reports, but also of staff time available to collect, interpret and report the news. Only 15 percent of AM, 12 percent of FM and 46 percent of the TV respondents completing the questionnaire identified themselves as the farm director. However, one-third of AM, over 40 percent (44%) of FM and 80 percent of TV stations reported a regular staff member assigned general agricultural and market news responsibility.

This staff member for most AM, FM and TV stations spent 20 percent or less of his time gathering and reporting agricultural news and markets. Only five AM, two FM, and three TV stations reported having a full-time staff member who devoted 100 percent of his time to these duties.

Agricultural Advertising Revenue

One possible reason more stations do not employ a full-time agricultural news reporter is that such a small percentage of total advertising revenue comes from agriculturally related businesses and organizations. Almost one-half (49%) of AM, 56 percent of FM and 60 percent of the TV stations estimated agricultural revenues accounted for five percent or less of their total advertising income. Only 10 percent of the AM and FM stations thought it amounted to more than 25 percent of the total, while no TV stations thought it exceeded 15 percent.

CONCLUSION

The broadcast media will continue to be farmers' most important source of timely market price information if media personnel recognize the changes occurring in agricultural production and marketing, and take steps to insure market reports contain the kinds of information farmers need to make rational marketing decisions. For example, Wisconsin farmers are producing and marketing more beef cattle and hogs, while at the same time growing more acres of corn and soybeans as cash crops. This emergence from a primarily dairying economy has direct implications for market news reporting. Likewise, the increased use of contractual agreements and the cut and yield method of buying livestock by packers have placed additional reporting requirements on stations.

As the farm population dwindles in numbers, and individual farms grow larger in acres and dollars of commodities marketed, the demand for futures market information will increase as these larger farmers seek to hedge against unfavorable price shifts in both the commodities they sell and buy. If the broadcast media ignore these changes and the needs of their farm audience, farmers will turn to the telephone as they already have done for local cash grain prices. And the broadcast media will have failed an important public service function.

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[3]James K. Randall and Robert J. Florell, "Radio . . . Listening Habits of Nebraska Farmers and Ranchers," Report No. 3, Department of Information, University of Nebraska, Lincoln, 1973.

[4]Eugene A. Kroupa, Claron Burnett and Larry Meiller "Agricultural Market News Programming of Wisconsin Radio and Television Stations," Research Report R2472, Wisconsin Experiment Station, University of Wisconsin-Madison, December 1972.

APPENDIX

WISCONSIN RADIO AND TELEVISION STATIONS BROADCASTING AGRICULTURAL MARKET NEWS

AM Radio Stations

WATK Antigo
WAPL Appleton
WHBY Appleton
WYNE Appleton
WATW Ashland
WBOO Baraboo
WBEV Beaver Dam
WBEL Beloit
WGEZ Beloit
WISS Berlin
WWIS Black River Falls
WAXX Chippewa Falls
WDMP Dodgeville
WRDN Durand
WERL Eagle River
WEAQ Eau Claire
WOKL Eau Claire
KFIZ Fond Du Lac
WFAW Fort Atkinson
WBAY Green Bay
WDUZ Green Bay
WTKM Hartford
WHSM Hayward
WYLO Jackson
WCLO Janesville
WKAU Kaukauna
WIZM LaCrosse
WKTY LaCrosse
WLDY Ladysmith
WMIR Lake Geneva
*WHA Madison
WIBA Madison
WMAD Madison
WTSO Madison
WCUB Manitowoc
WOMT Manitowoc
WMAM Marinette
WMNE Marinette
WDLB Marshfield
WRJC Mauston
WIGM Medford
WXMT Merrill
WISN Milwaukee
WOKY Milwaukee
WTMJ Milwaukee
WEKZ Monroe
WNAM Neenah-Menasha
WCCN Neillsville
WIXK New Richmond
WOCO Oconto
WNBI Park Falls
WSWW Platteville
WPLY Plymouth
WPDR Portage
WGLB Port Washington
WIBU Poynette
WPRE Prairie Du Chien
WRJN Racine
WRDB Reedsburg
WJMC Rice Lake
WRCO Richland Center
WCWC Ripon
WEUR River Falls
WTCH Shawano
WHBL Sheboygan
WKTS Sheboygan
WCSW Shell Lake
WCOX Sparta
WSPT Stevens Point
WTMB Tomah
WISV Viroqua
WTTN Watertown
WAUK Waukesha
WDUX Waupaca
WRIG Wausau
WSAU Wausau
WBKV West Bend
WFHR Wisconsin Rapids

FM Radio Stations

WAPL Appleton
WATW Ashland
WBEV Beaver Dam
WISS Berlin
*WHSA Brule
*WHKW Chilton
WEAU Chippewa Falls
*WHWC Colfax
*WHAD Delafield
WDMP Dodgeville
WERL Eagle River
WFON Fond Du Lac
WFAW Fort Atkinson
WBAY Green Bay
WDUZ Green Bay
WRLS Hayward
*WHHI Highland
*WHLA Holmen
WKAU Kaukauna
WWLA LaCrosse
*WHA Madison
WMAD Madison
WRVB Madison
WDLB Marshfield
WIGM Medford
WDMW Menomonie
WXMT Merrill
WEZW Wauwatosa-Milwaukee
*WUMW Milwaukee
WEKZ Monroe
WMKC Oshkosh
WCCN Neillsville
WLIH New London
WIXK New Richmond
WOCO Oconto
WNBI Park Falls
*WSVP Platteville
WSWW Platteville
WPDR Portage
WGLB Port Washington
WPRE Prairie Du Chien
WRDB Reedsburg
WJMC Rice Lake
WRCO Richland Center
WCWC Ripon
WVLR Sauk City
WCOW Sparta
WSPT Stevens Point
*WSSU Superior
*WHMD Suring
WRVM Suring
WTMB Tomah
WGBM Viroqua
WTTN Watertown
WAUK Waukesha
WDUX Waupaca
*WHRM Wausau
WRIG Wausau
WBKV West Bend
*WSUW Whitewater
WWRW Wisconsin Rapids

Television Stations

WISN Milwaukee
WSAU Wausau
WKBT LaCrosse
WEAU Eau Claire
WFRV Green Bay
WITI Milwaukee
WISC Madison
WBAY Green Bay
**WKOW Madison
**WXOW LaCrosse
**WAGW Wausau

*Non-commercial radio stations such as state university stations.
**These television stations have Saturday agricultural news programs, but they do not report any agricultural market news.